

LABOR MARKET INFORMATION DIVISION (LMID)

Advisory Group Meeting

June 14, 2001

LMID Conference Room 2-3

Sacramento, CA

MEETING MINUTES

Attendees:

Nelson Anthoine, Private Industry Council North Central Counties Consortium
Stacey Baker, Office of Marketing and Constituent Services
Daniel Blake, California State University Northridge, School of Business Administration
Alicia Bugarin, California Research Bureau
John Corcoran, California Occupational Information Coordinating Committee
Ron Cubit, U.S. Dept of Labor, Employment and Training Administration
Barbara Ellison, California Technology, Trade and Commerce Agency
Doug Gray, General Business Services
Bob Hotchkiss, Deputy Director, Workforce Development Branch
Warren Jensen, California State University Chico, Center for Economic Development
Marilyn Jorgensen, California Community Colleges Chancellor's Office
Velessata Kelley, Legislative Liaison Office
Sandy Kirschenmann, Los Rios Community College District
Greg Marutani, Private Industry Council of San Francisco
Beverly Odom, California Workforce Investment Board
Eileen Rohlfing, E.D.D. Job Service Division
Mike Taylor, Workforce Investment Board (SLO)
Steve Weiner, Southern California Association of Governments
Stacy Wilson, California Post Secondary Education Commission
Patti Young, E.D.D. Information Technology Branch
LMID Staff

Recorder: Andy Wong

Facilitator: Bonnie Graybill

Welcome:

Bonnie Graybill welcomed all the members. The attendees introduced themselves.

Review of December 6, 2000 Minutes: No change

Update of the changes on the agenda:

- Tom Roberson will not be here to present "LMID's E-Government Strategic Plan" because he is committed to another event.

- There will be no presenter for topic #5 “California’s web portal / My CA due to a meeting.
- Tad Funakoshi will discuss this year’s State of the State Labor Market Report.

Agenda Topics:

LMID’s E-Government Strategic Plan

- Handout: Executive Summary
- Handout: Executive Order
- Handout: E-Government Strategic Plan
 - LMID in partnership with the Information Technology Branch established an E-Government Council in late 2000, to develop a business plan detailing LMID’s strategies for E-Government Services.
 - The Council interviewed 3 of the 4 vendors and selected Synergy Consulting, Inc. This firm started to work with us in January 2001. Synergy found that some customers were satisfied with their service, while others had suggestions for improvement including more usable and accessible information, information in other languages, improving technology, marketing, outreach, and more training to use LMI.
 - Synergy recommended 3 strategic objectives and 18 initiatives. The objectives are: (1) Be a customer centric organization, (2) Create a best in class LMI web site, and (3) Improve LMID’s internal capacity and efficiency.
 - LMID will begin to integrate these recommendations with the help of Synergy. The main goal is for LMID in 2 years to use e-Government technology of in innovative ways to deliver superior, useful, and easy-to-access labor market information.
 - Some of these questions are still not answered: (1) What’s the priority for this year? (2) What can we afford from our staffing capacity? (3) What can we afford from a financial standpoint?
- Handout: Appendix B, “Synthesis of Stakeholder Interviews”
 - A series of interviews with 30 individuals and 25 LMID staff. The objective of these interviews is to provide stakeholders with an opportunity to express their opinions about the Division, its products and services, and the quality of its customer service.

Comments:

Doug Gray:	Did you get what you are looking for? Any surprises?
Bonnie Graybill:	We got what we are looking for. One thing that we didn’t get is technology direction. Our expected objective is customer satisfaction.
Daniel Blake:	LMID should cooperate with UCLA and Dept. of Finance with its projections. By cooperating, LMID will not duplicate their effort.

Sandy Kirschenmann: We need customized query on repeated questions due to user's limited time and capacity. There is a loss of performance with data driven pages.

Greg Marutani: Customizing the website is one possibility, but if we provide a customized model, users may still have no understanding of it. Educating the users is the first step.

Patti Young: Young people will not drill down to get the information they need. They are used to getting the data quickly. They don't want raw data. They want someone to put it together for them.

Ron Cubit: There is a wide array of customers. How do you get feedback from these customers?

Bonnie Graybill: We get custom input in a variety of ways such as customer surveys, focus groups, area meetings, public information staff, and ASG consultants.

Warren Jensen: What is the role of the ASG?

Bonnie Graybill: They respond to a lot of requests. They analyze data as provided. They are only able to do the smaller jobs because they spend a huge amount of time meeting with people.

Nelson Anthoine: Synergy should expand their interviews to cover employers and job seekers.

- Handout: Workforce Informer: LMI Internet Delivery System Project
 - It is a brand for the consortium.
 - There are negative feelings about the name. An unofficial unanimous suggestion was made to change the name. (Post script—the consortium has decided to keep the name and move forward. We have sent enough information out that “brand recognition” has been established. We don't want to lose that.)

Comments:

Beverly Odom: What is the difference between the career information database vs. the ALMIS database?

Bonnie Graybill: ALMIS database contains employment and industry data while the career information database contain guides and skill information from ONET.

Ron Cubit: Who is targeted for web base training?

Bonnie Graybill: Intermediaries, counselors, and placement people are the ones targeted.

Beverly Odom: What's new with the California Workforce Investment Board?

- www.calwia.org
- new director and chief of staff
- state board meeting: June 26th, 2001

- Greg Marutani: Postings from the www.calwia.org website are not posted in chronologically order. It is very difficult to search for new postings.
- Beverly Odom: We need customer input to improve the www.calwia.org website.

State of the State Labor Market Report

- Tad Funakoshi summarizes what has occurred in the labor market last year. The report provides a background of some of things that we are doing.
- We need suggestions and feedback on ideas that you might have. We need topics that might be useful to include in next year's report. Any comments or recommendations should be e-mailed to Tad Funakoshi (lmid.tfunakoshi@edd.ca.gov) or Janet Austin (lmid.jaustin@edd.ca.gov) by June 22nd, 2001.
- An electronic copy of this year's report is located at the LMID website. A printed copy of the report will be ready at the end of June 2001.

Continuing Discussion of Labor Supply/Demand Analysis

- Handouts
 - Job Openings and Labor Turnover Report
 - CalJOBS Data Definitions
 - CalJOBS Industries with 1000+ Openings CA Statewide
 - CalJOBS Industries with 1000+ Openings Los Angeles County
 - CalJOBS Industries with 1000+ Openings Orange County
 - CalJOBS Industries with 1000+ Openings San Francisco County
 - CalJOBS Openings by Occupational Category
 - CalJOBS Openings and Resumes CA Statewide
 - CalJOBS Openings and Resumes Los Angeles County
 - CalJOBS Openings and Resumes Orange County
 - CalJOBS Openings and Resumes San Francisco County

Phil Hardiman continued the discussion of labor supply/demand analysis. He pointed out three goals: (1) share new labor supply issues, (2) inform new national development in the job openings and labor turnover surveys, (3) and get feedback from users and future users. We need to find more about the CalJOBS system. The website that you can get additional information is located at: <http://www.calmis.ca.gov/Testing/Supply-conference-2001.htm>

- Question #1: What labor supply issues do you see as most relevant and significant? It is to reach a common understanding of labor market supply and demand by defining terms and doing some modeling.
- Question #2: How do you currently get the labor supply information that you need? Surveys, interviews, BLS publications, and LMID publications.
- Question #3: What type of additional labor supply information is useful? (1) occupation vacancy data (2) # of hires by occupation in the region

Comments:

- Doug Gray: What is changing in the workforce in the next 5 to 10 years? Have you got that in your figures?
- Phil Hardiman: Richard Holden will make a presentation at the next meeting on the “Aging of the Workforce” and more diversity expected in the younger population.
- Ron Cubit: What about the supply of information technology?
- Phil Hardiman: IT industries across the board shows high relative wage changes due to the shortage of workers in this occupations. We might want to exclude from the analysis those industries that have a large drop in employment which may signal layoffs. The remaining wage earners in that industry might be the highest earners, artificially elevating the average wage.
- Daniel Blake: We might look at enrollments in colleges as additional source for labor supply information.
- Phil Hardiman: There are more data out there now than there was 10 to 20 years ago. We should be able to enhanced the supply/demand analysis.

Caregiver Training Initiative Report

- Linda Hax gave a presentation of the Caregiver Training Initiative Report.
 - Handouts
 - Tools for Career Exploration
 - The Quest for Caregivers: Helping Seniors Age with Dignity
 - Assembly Bill 2876 takes a closer look at entry-level caregivers and competing occupations.
 - Across the country, every state has a growing need for caregivers because of the aging population. There are simply not enough caregivers to go around.
 - The report focuses on three entry-level caregiver occupation (1) personal home care aides, (2) home health aides, and (3) nurse aides.
 - It selected 19 competing occupations based on three criteria: (1) the expected job growth in CA would exceed 10,000 in the projection period 1998-2008, (2) training requirements would fall in the range from short term on the job training to some secondary vocational training, and (3) employment that would allow workers to provide services to others.
 - Some of the occupations that met these requirements are customer service representatives, correctional officers, office clerks, medical assistants, receptionists, sales clerks, teacher assistants, and waiters and waitresses.
 - The findings are as follows:
 - Caregiver occupations may be viewed less desirable.
 - The wages are lower.
 - There is lack of benefits such as health insurance.

- They have a greater chance for on the job injury and illness.
- Caregivers have greater training and certification requirements than the 19 competing occupations.
- They have less opportunity for promotions.

Comments:

Sandy Kirschenmann: Are there any data or research out there that indicates the failure or success of that step-up training?

Linda Hax: Provided an example of how one individual started out as a nurse aide and now the same individual is the head of a department at Kaiser. There is certainly a chance for advancement with step-up training.

Alicia Bugarin: What is the turnover rate for caregivers?

Linda Hax: Over 100%

Doug Gray: The report is very thorough. I agree with everything you said, but I think it is from one point of view. (Missing the employer perspective.)

Linda Hax: Caregivers offered the most opportunity for service to people. The industry has to look for the people that really want to work in this profession.

Sandy Kirschenmann: Greatly appreciate the work that has been done by this team.

Wrap Up:

+	Delta
Lunch – Wow	Loss of one of morning speakers
Parking	Power (circuit breaker for the coffee pots!)
New people & speakers	
Great presentations	

Next Meeting:

Wednesday, September 19th, 2001; 9:30 AM to 3:30 PM

Agenda:

1. Report on the state board by Beverly Odom
2. Government's innovation
3. Aging Workforce
4. State of the State Labor Markets (SOSLM) – Labor Day
5. E-Government Strategy Issue
6. Late addition—Dennis Reid will introduce the subject of conversion to the North American Industry Classification system, for further discussion in December.

Bonnie Graybill thank everyone for coming.

Meeting Adjourned at 3:20.